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TRAVEL PRINTOUT

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U.S. Travel Data Center

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Forum Proceedings Include Survey Findings on Business Travelers and Family Vacationers

According to the Travel Weekly/U.S. Travel Data Center Survey of Business Travelers, about 11 percent of business travelers account for 45 percent of all business trips. This is only one of the discoveries unveiled at the Data Center's 1987 Travel Outlook Forum on October 10, 1986, at the Fontainebleau Hilton in Miami Beach.

This twelfth annual Travel Outlook Forum was co-sponsored by the Travel and Tourism Research Association (TTRA), and held in conjunction with the Travel Industry Association of America's (TIA) National Conference and Marketing Showcase.

Suzanne Cook, assistant director of the Data Center, focused on a quantitative review of business travel, explained the research methodology, and compared business with pleasure travel.

Travel Weekly Associate Publisher and Editor, Alan Fredericks, addressed the implications of the survey, its use for special market segments, and its applications to the overall business travel market.

In another segment of the program, Max Madsen, director of travel marketing for Better Homes and Gardens spoke on "Regional Trends in the Family Vacation Market." Using the Data Center's National Travel Survey as well as the magazine's many years' experience in travel advertising, he sketched the dimensions of the market and compared seasonal and regional travel flows.

Popular topics of previous years such as projections for international and business travel and a yearly review of travel trends are again part of the program.

The complete and updated proceedings of the 1987 Travel Outlook Forum be will published in the 1987 Outlook for Travel and Tourism and released in December 1986 by the US Travel Data Center.

Members of the Data Center and Travel and Tourism Research Association will receive a copy of the 1987 outlook when it is released. It is available to others for $85 (prepaid only) from U.S. Travel Data Center, 1899 L Street, NW, Suite, 610, Washington, DC 20036, or call 202/293-1040.##

Hotels Show High Level of Discounting

Fierce competition in the lodging industry is a major cause of a high level of discounting, according to U.S. Lodging Industry, 1986, the Laventhol and Horwath (L&H) annual study on the state of the $41 billion industry.

Discounts for the lodging industry averaged 20 percent in 1985, a slight decline from the average 21 percent in 1984. Discounts for resort hotels, however, averaged 24 percent.

Overall, room occupancies averaged 65.5 percent, down 3.5 percent.

Saul F. Leonard, national partner for leisure time industries, attributed the discounting and decline in occupancy to "significant increase in new hotel rooms that came on line in 1985," thus creating a surplus which outstripped demand. After the supply peaks at the end of this year, Leonard expects the industry to turn around by the fourth quarter of 1987.

The full study, U.S. Lodging Industry 1986, is available for $65 per copy from Laventhol & Horwath, Publications Deparatment, 1845 Walnut Street, Philadelphia, PA 19103.

Travel Prices Decline in July

Plunging gasoline prices in July contributed to the fourth decrease in travel prices this year. Travel prices fell 0.2 percent according to the Travel Price Index (TPI) compiled monthly by the U.S. Travel Data Center.

For comparison, consumer goods costs, as measured by the Consumer Price Index (CPI), were virtually unchanged in July and stood at 328.0 compared to 327.9 the previous month.

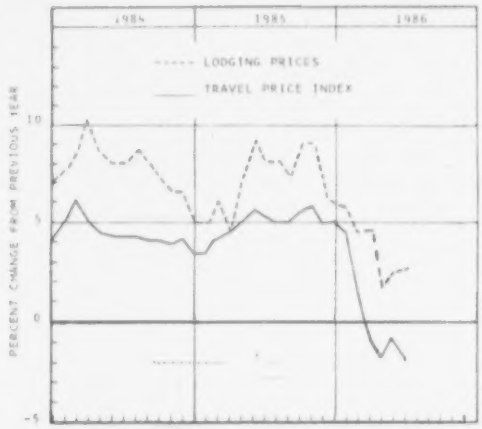
The TPI, which measures changes in the seasonally unadjusted prices of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in the United States, dipped to 380.3 (1967=100) in July.

Gasoline prices decreased 6.5 percent in July, following a 4.7 percent rise the previous month. Intercity bus fares declined 0.8 percent over last month.

On the other hand, the costs of incidentals increased 1.7 percent in July, more than any other TPI component.

Because gasoline prices have fallen 27.4 percent since last July, the cost of travel in the U.S. is 1.6 percent lower than 12 months ago, compared to a 1.6 percent increase in the CPI.

Intercity bus fares have grown 10.2 percent, and intercity train fares have advanced 8.3 percent over the last 12 months.##



Travel Prices Fall Despite Lodging Price Increase

Monthly and Annual Rates of Change in the Travel Index and Components
July 1986

TPI Component	Monthly Percent Change June 1986 to July 1986	Annual Percent Change July 1985 to July 1986
Transportation		
Airline Fares	-2.1	-8.8
Intercity Bus Fares	0.4	4.9
Intercity Train Fares	-0.8	10.2
Taxicab Fares	0.1	3.0
Gasoline	-6.5	-27.4
Lodging	1.6	2.8
Food Away From Home	0.2	3.9
Entertainment Services	0.5	5.0
Incidentals	1.7	1.2
TRAVEL PRICE INDEX	-0.2	-1.6
CONSUMER PRICE INDEX	0.0	1.6

Source: US Travel Data Center and U.S. Bureau of Labor Statistics

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TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $55 per year, U.S., Canada and Mexico; other foreign countries, $65 per year, payable in U.S. funds only.

June Travel Posts Modest Increase

Travel during June showed an increase of almost 1 percent over year-earlier levels, according to the latest National Travel Survey, conducted by the US Travel Data Center.

Following a 2 percent rise in May, travel by Americans rose from 112.3 million person-trips in June 1985 to 113.1 million a year later. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that weekend travel declined 10 percent.

Meanwhile total vacation travel fell almost 3 percent. On the other hand, vacation travel by Americans in this country increased 4 percent.

Business/convention travel dropped below the level recorded one year ago; however, pleasure travel increased 11 percent.

The average trip duration, 5.5 nights, remained unchanged from year-earlier levels. Round trip distance averaged 910 miles per trip, the same as June of 1985.

Automobile, truck, and RV travel rose 3 percent while air travel fell almost 3 percent from June 1985.

Travel including hotel/motel accommodations declined 2 percent from levels recorded in June 1985. Stays at homes of friends and relatives, however, grew 3 percent.##

Authors Revise Tourism: Principles

Authors Dr. Robert McIntosh from Michigan State University and Dr.Charles Goeldner from the University of Colorado, well known tourism and travel scholars, have extensively revised the fifth edition of Tourism: Principles, Practices, Philosophies, their widely used industry reference and university textbook.

Dr. Goeldner has been secretary of the Data Center's Board of Trustees since 1973, and Dr. McIntosh was a member of the Data Center's first board.

The book describes the travel research process in detail and lists secondary and primary data sources.

Sections on data sources and travel-tourism research are useful to both students and tourism professionals.

The book is available for $29.95 from John Wiley & Sons, Publisher, 605 Third Avenue, New York, NY 10158.##

Visitor Volume at National Parks

Region	JUN 1986 visits*	Change from JUN 1985 (percent)	Percent change 1986/1985 Year-to-Date
NEW ENGLAND	1,445,312	5.8	6.7
MIDDLE ATLANTIC	4,051,621	29.6	19.1
SOUTH EAST	14,808,360	5.4	9.1
EAST NORTH CENTRAL	605,131	-11.2	-3.2
WEST NORTH CENTRAL	1,561,548	1.9	2.5
WEST SOUTH CENTRAL	1,348,144	-.2	5.5
MOUNTAIN	5,076,761	6.1	8.7
PACIFIC	5,325,862	11.7	9.9
TOTAL	34,222,739	8.1	9.4

* adjusted for differences in reporting units

The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Caroilna, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

Current Travel Indicators

CURRENT TRAVEL INDICATORS	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1986/85
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Jun	$ 3,763 million	4.6	7.0	6.3
Eating and drinking places(2)	Jun	$11,701 million	- 0.7	6.7	6.4
Gasoline service stations(2)	Jun	$ 7,145 million	- 0.6	-15.2	- 8.9
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Jun	64.1 percent	0.8	1.0	0.0
Real demand for commercial lodging(4)	Jun	57.1 million	5.6	4.0	2.5
Airline passenger traffic(5)					
Domestic revenue passenger-miles	Jun	22.0 billion	5.0	14.2	12.2
International revenue passenger-miles	Jun	5.7 billion	18.6	-15.3	-12.5
Highway traffic volume(6)					
Rural arterial vehicle-miles	Jun	43.0 billion	4.1	5.5	5.7
Rail passenger traffic(7)					
Amtrak passenger-miles	Jun	498.6 million	23.3	- 1.5	1.4
Travel Price Index(8)	Jun	381.1	1.5	- 0.9	1.1
U.S. resident travel(9)					
Total person-trips	May	100.1 million	41.6	1.8	2.7
Vacation person-trips	May	65.2 million	56.0	- 1.5	- 1.5
Total person-nights	May	450.5 million	48.2	- 4.5	- 0.2
Vacation person-nights	May	319.5 million	47.0	- 8.9	- 1.3
Public use of national parks(10)					
Visits	Jun	34,541,541	20.0	7.0	7.7
Overnight stays	Jun	2,271,437	71.6	8.2	0.5
Foreign arrivals in U.S.(11)					
From overseas	Jun	842,156	17.9	15.8	11.5
From Canada	Jun	867,652	6.6	3.0	0.7
From Mexico	Jun	56,640	6.0	-33.1	-17.6
U.S. citizen departures(11)					
To overseas	Jun	2,757,269	139.7	64.5	12.4
To Canada	Jun	1,852,603	42.5	14.2	15.9
Domestic demand for motor gasoline(12)					
Barrels per day	Jun	7,512 thousand	4.3	7.4	2.7

N/A = not available

(1) Source: Smith Travel Research, seasonally unadjusted. (2) Preliminary: adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted. (4) Source: Smith Travel Research, unadjusted room nights sold. (5) Preliminary: U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6) Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: US Travel Data Center and Bureau of Labor Statistics. (9) Source: US Travel Data Center. (10) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (11) Source: Statistics Canada and U.S. Travel and Tourism Administration. Mexican data reflect I94 arrivals only. (12) Source: Statistics Canada and Nettleton Research Center. (13) Preliminary; Source: U.S. Department of Energy.

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Northwest
Washington, D.C.
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(202) 293-1040

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Jeanne Long
Congressional Information Service
4520 East-West Hwy., Ste. 800
Bethesda MD 20814